

Partnerships to Create a Culture of Preparedness



Preparedness is a Shared Responsibility

- Personal preparedness
- Business preparedness
- Public agency preparedness



Personal Preparedness

- Emergency water supply bottle sale a public/private sector partnership
- Key message: Store a minimum of one gallon/person/day for three days
- Participants enter into an MOU with the American Red Cross to manage the project



In 2014, EWEB and the Red Cross will begin selling discounted 3-gallon storage containers with preparedness “how-to” tips.

Business Preparedness

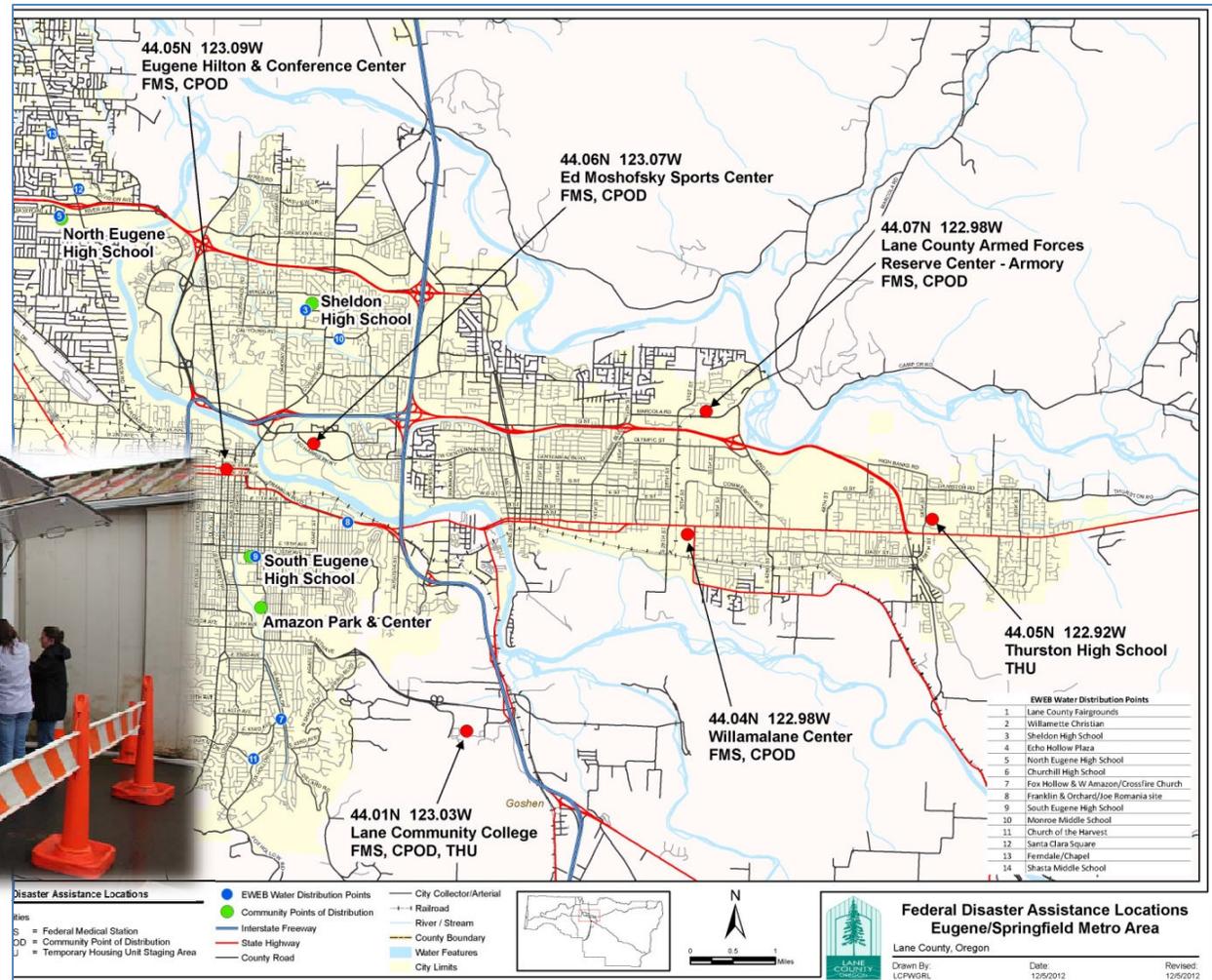


Example: It would be good for local businesses to find out if emergency mobile ATMs are part of the business continuity planning for their bank.

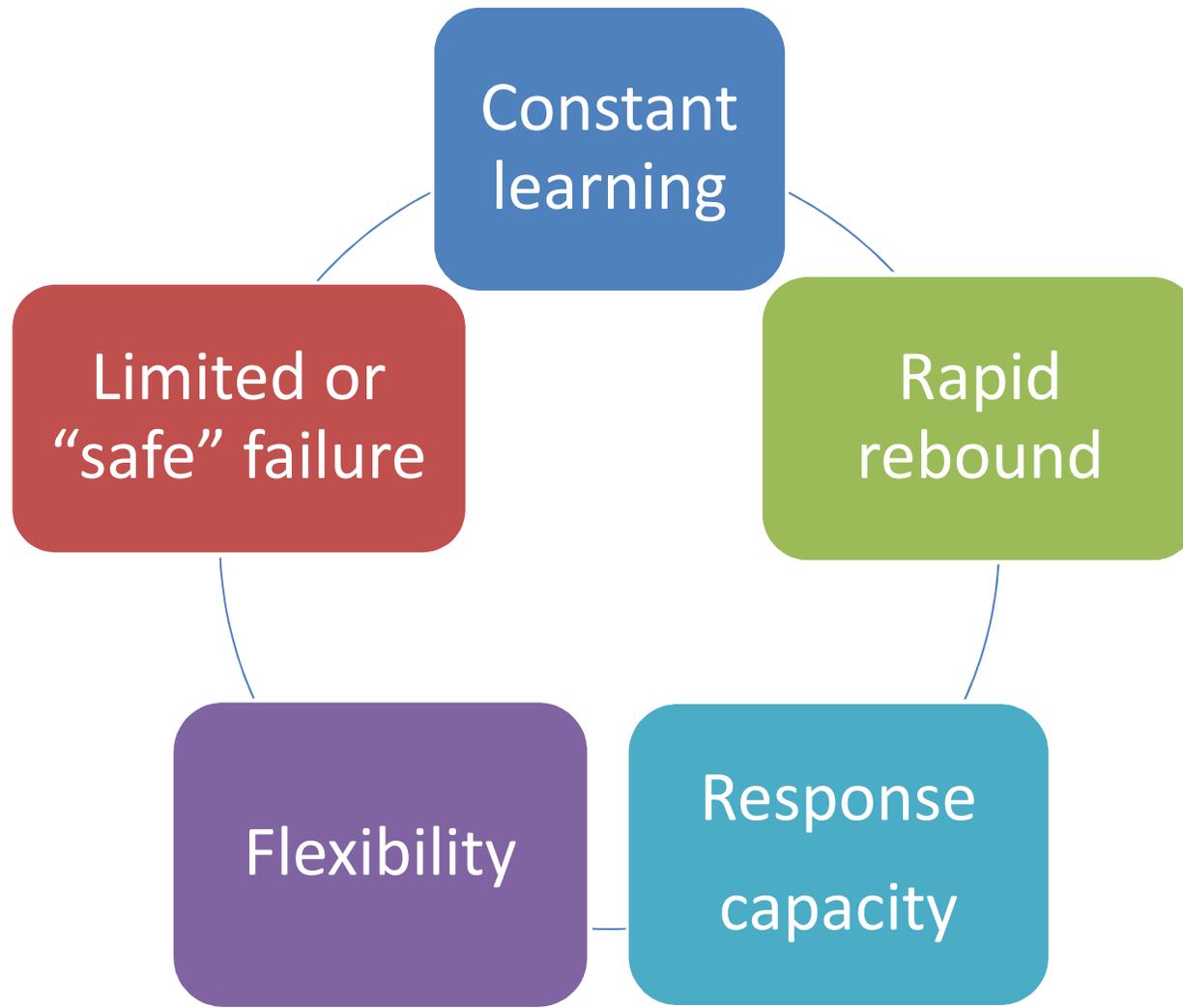
- Water Forum
November 2013
 - Learning from our business customers
- Business Continuity Planning Workshop
August 13, 2014
 - Sponsored by Lane Preparedness Coalition
 - Lead facilitator from UO

Public Agency Preparedness

- Inter-agency planning & resource coordination
- Inter-agency mutual aid agreements



Culture of Preparedness



Partnerships Open Opportunities

- Natural Hazard Mitigation Plan submittal is a prerequisite for Federal funds eligibility
- Successful grant applicants have demonstrated robust local partnerships



American Red Cross
Oregon Pacific Chapter

